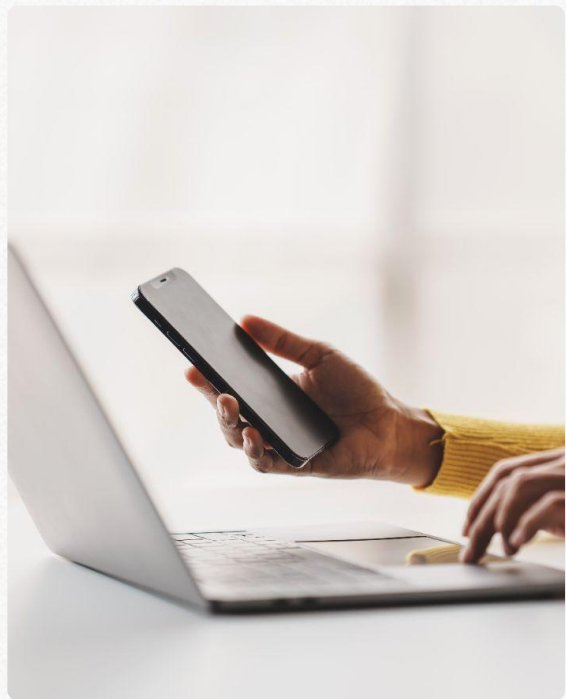


industry *insights.*

organic *search.*



algorithm shift: *spam update*.



Overview

On August 26 Google rolled out a spam update targeting search quality. This was a global roll-out, with the likelihood that we could see ranking and traffic swings up until late September.

This is essentially another step to ensure all websites align with Google's content guidelines and spam policies. In some cases, this means Google's algorithm will re-asses it's view on a particular website if it believes content quality/relevancy needs improving

Client impact

How does this impact our clients?

We have already started to observe swings in organic visibility for our clients and we will be carrying out in-depth competitor analysis to understand who in the competitor landscape have benefitted from this update, and why. We will then be prioritising any learnings gathered from this research.

Further reading

01. <https://www.searchenginejournal.com/google-rolls-out-august-spam-update-targeting-search-quality/554611/>
02. <https://searchengineland.com/google-releases-august-2025-spam-update-461232>

search console: *new insights report.*

Overview

Google Search Console announced in June that a new Insights feature will be added to their dashboard, however we have now started to see this appear within all of our client GSC profiles.

This information gives additional insights into how content is performing and being engaged with. This also provides a top-line summary of trending content without having to manipulate data within the main 'Performance' view.

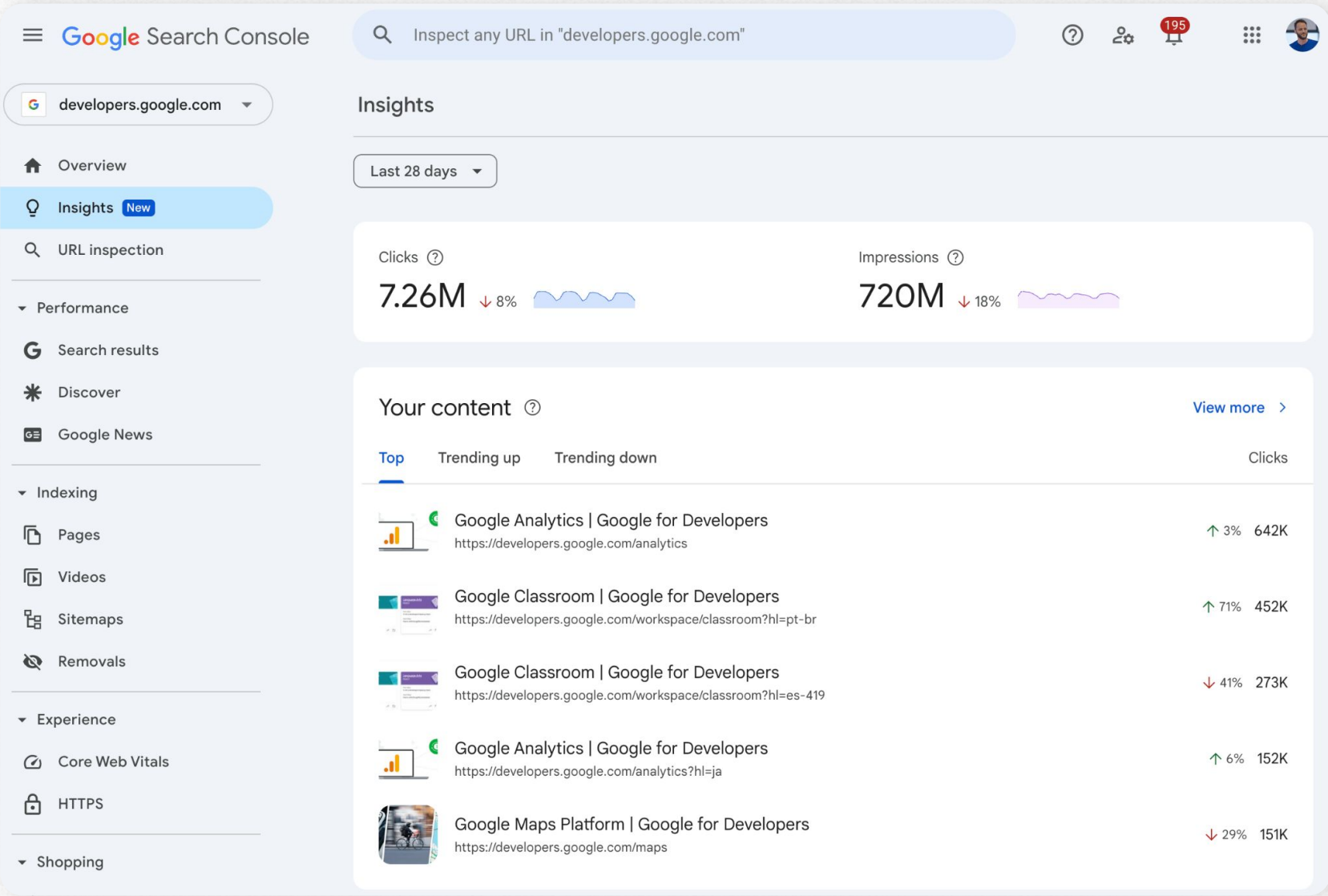
Client impact

How does this impact our clients?

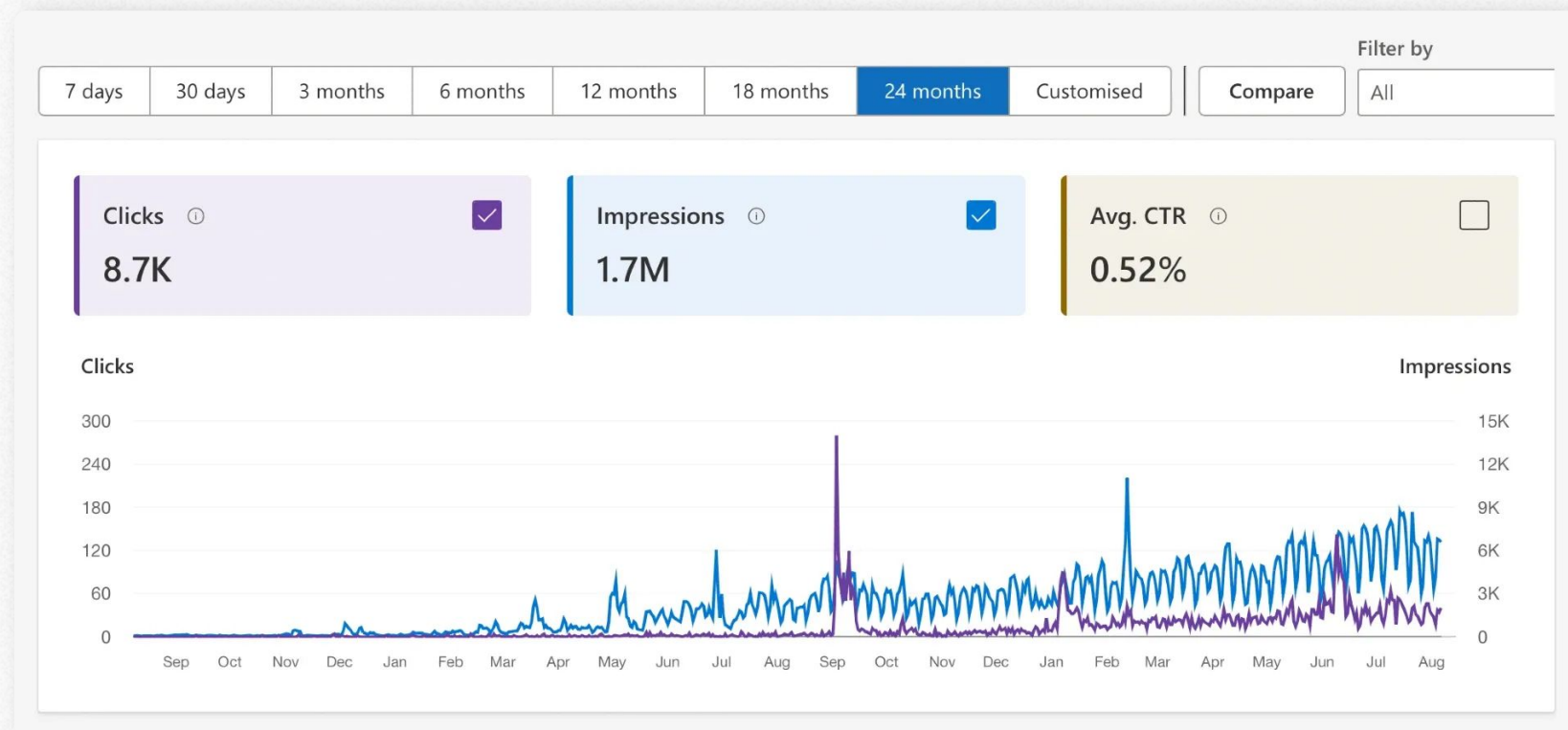
This allows both B9 and our clients to get a quicker snapshot of content performance without the need to dissect this information from a wider set of data. This is also a valuable data source for all content professionals, whether it's copywriters or content planners.

Further reading

01. <https://developers.google.com/search/blog/2025/06/search-console-insights?hl=en>



Bing webmaster tools: *now tracking 24 months of data.*



Client impact

How does this impact our clients?

This allows us to improve our data warehousing capabilities across all clients and give a broader picture on YoY performance all year round.

Although the data firing through to BWT is much more limited than GSC, this additional data will at least allow us to better understand historical trends which go back further than the 16 months we currently have in Google Search Console.

No action is required for clients, and we will be continuing to monitor all client profiles within BMT as well as GSC.

Overview

Bing Webmaster Tools has recently upgraded its data tracking capabilities from 16 months (which is also standard across Google Search Console) to 24 months.

Further reading

01. <https://searchengineland.com/bing-webmaster-tools-now-with-24-months-of-data-filters-by-country-and-device-and-keyword-trendlines-460413>

- Organic search

SEO

Content

AI traffic



527%

→ Increase in 5 months

Overview

Recent studies have shown that traffic coming from AI platforms is continuing to grow at a rapid speed.

Whilst there's still a core need to optimise for more traditional search methods, it's imperative we must not ignore how discoverable our client brands are within AI technology.

Client impact

How does this impact our clients?

We will continue to carry out research that gives us further insights around optimising for AI, however it's important to ensure that content is for AI interfaces, not just human readers.

The increased volume of AI snippets being seen within Search Results also highlights the need to report on a wider set of performance metrics, ensuring core business KPI's are being met even if click share is diminishing within search.

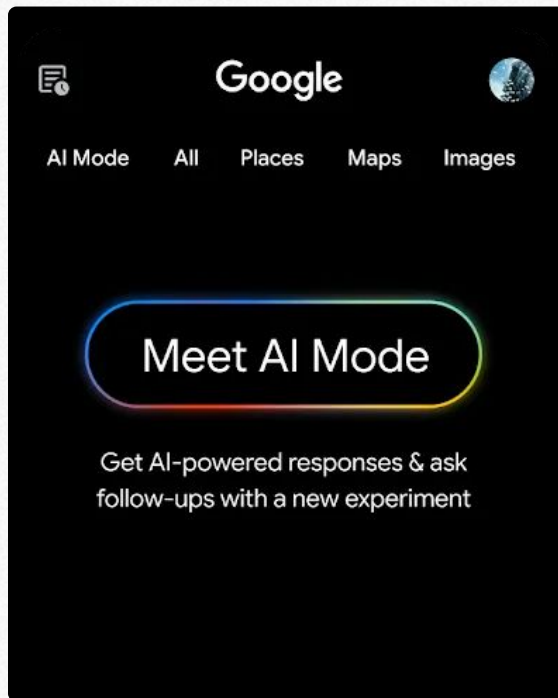
Further reading

01. <https://searchengineland.com/ai-traffic-up-seo-rewritten-459954>

paid *media*.



AI mode: *what this means for marketers.*



Overview

AI is transforming search from keyword ranking to conversational understanding. With AI Mode now live in the UK, brands face a new era of consumer interaction online.

AI mode is the latest breakthrough in Google Search allowing Search to be a continuous conversation.

Client impact

How does this impact our clients?

To stay visible, brands need strategies that combine both PPC and Organic: PPC ensures immediate visibility in AI-driven responses, while Organic provides the structured, intent-driven content that feeds these systems. Together, they create a holistic approach that helps clients remain relevant in AI-powered search.

The new Google Ads features supporting AI Mode include AI Max for Search campaigns (which uses generative AI to optimise ad creation and performance) and ads embedded within AI Overviews and Google Lens results (giving brands visibility directly in conversational and visual search experiences).

Further reading

01. <https://business.google.com/uk/think/search-and-video/ai-mode-uk-what-it-means-for-marketers/>

AI max for search campaigns: *expand your reach & discover new customers.*

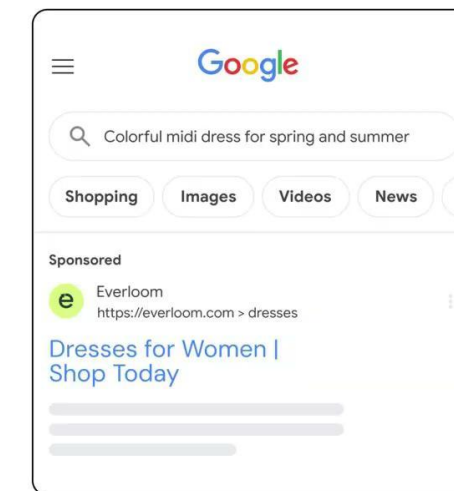
Overview

AI Max for Search uses Google's AI to expand keyword matching and optimise ads and landing pages, delivering more conversions at similar costs. While it offers greater reach and efficiency, it reduces manual control and therefore requires strong tracking and close monitoring to ensure success.

Client impact

How does this impact our clients?

AI Max for Search can help clients reach a wider audience and unlock additional conversions by allowing Google's AI to match against more search queries and optimise ad copy and landing pages automatically. This can reduce the amount of manual campaign management required and improve efficiency. However, it also means less direct control over targeting and messaging, so clients will need to rely on robust conversion tracking and regular monitoring to ensure that the additional traffic is relevant and aligned with business goals. Overall, it presents a strong opportunity for growth, provided campaigns are actively managed with the right safeguards in place.



Further reading

01. <https://blog.google/products/ads-commerce/google-ai-max-for-search-campaigns/#introduction>

ads in lens & circle to search: *circle, search & dive deeper in AI mode.*

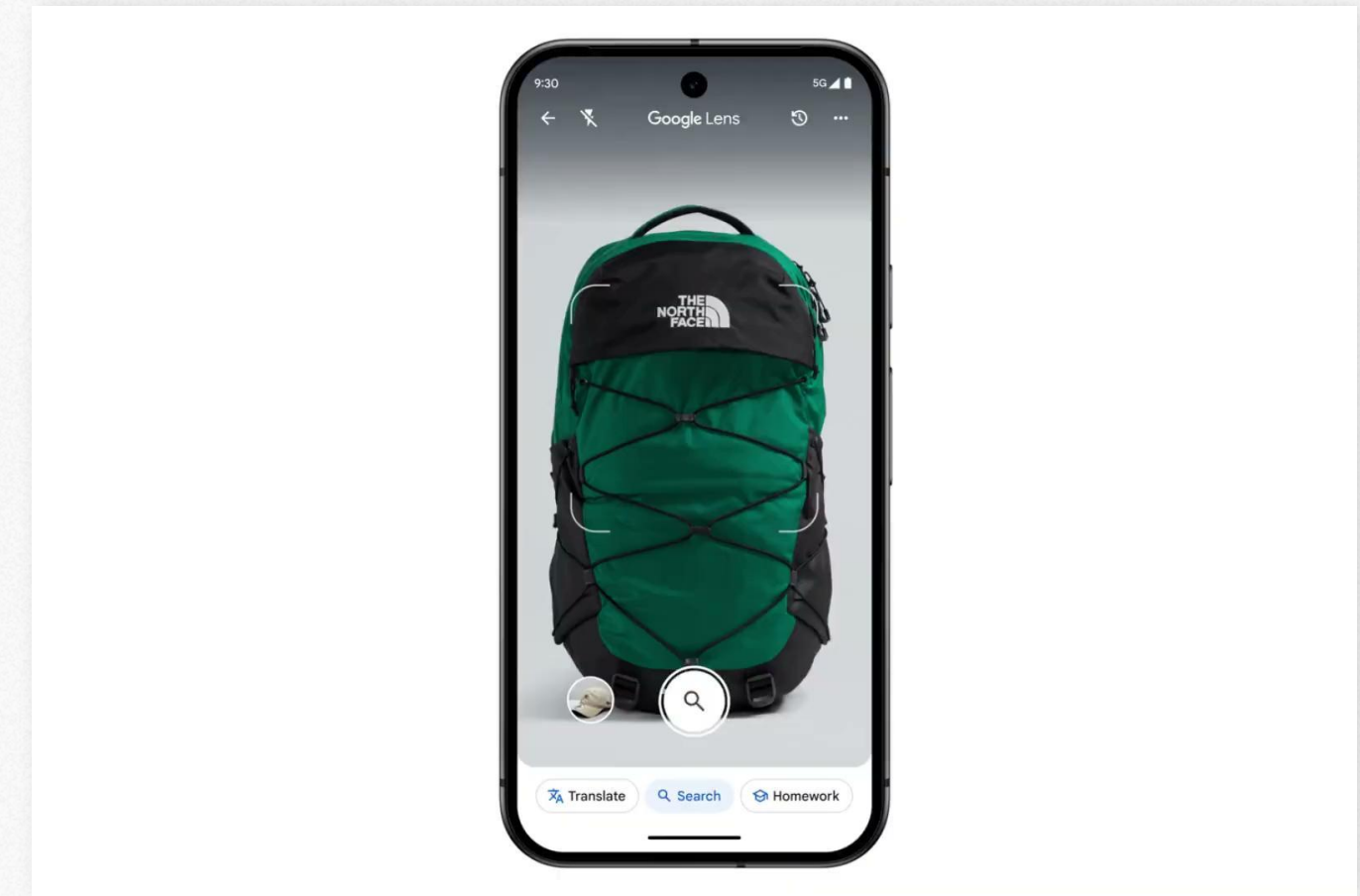
Overview

Google has enhanced Circle to Search by adding an AI Mode that lets users ask follow-up questions based on what they see on screen, without leaving the current app. It has also introduced mobile gaming help within Circle to Search, so gamers can highlight screen elements (characters, levels, objects) during gameplay and receive tips, walkthrough videos or contextual info directly.

Client impact

How does this impact our clients?

For clients, these updates create new opportunities to appear in moments of active discovery. especially among users interacting visually (scrolling, tapping, circling in games or on-screen content). Brands with strong, visual-rich creative assets and well-structured product or content feeds can benefit from added exposure. However, success will depend on relevance: ads need to align closely with what users are circling or interacting with, and clients will need to monitor performance closely, as these contexts may generate mixed or unpredictable traffic. Also, because these features are new and experimental in many regions, measurement, attribution, and creative optimisation will be more important than ever.



Further reading

01. <https://blog.google/products/search/circle-to-search-ai-mode-gaming/>

thank *you.*



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